

Profile App Style Guide

Sep 12, 2013

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About this guide

Introduction to the Profile App Style Guide

The Profile App Style Guide is created for salesforce.com partners who want to build an app on salesforce.com profile. This guide focuses on UI including rules for typography, color, images and some templates to ensure design consistency across all profile apps. Please contact, if you have any questions. Designer/Doc Owner,

Jenny Yoon (jenny.yoon@salesforce.com)

Contents

- Layout
- List views
- Record Header
- Overview
- Content Creation, Modal Background
- App Navigation
- Form Elements
- Fonts & Colors

Layout

salesforce Search	rch Search David Smith - Help & Training Work.com -
Home Chatter Profile People	e Goals Performance Recognition Coaching Feedback +
Chatter > People > Alicia Burton •	Start Chat Send a message + Follow
	Feed Overview Your Tab Files More ▼ Padding: 30 PX
	Width: 750 PX
Contact Info	
Account Executive	
alicia.burton@salesforce.com +1 431 949 1307 (Work)	
+1 431.949.1309 (Mobile)	Your App
+1 431.949.1311 (Fax)	
One Market Street, #300 San Francisco, CA 94105	
USA	
Lavid Smith (Manager)	
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Top Influencer	
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List views

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	Feed Overview My Tab Files More -	•	2 Content Crea	3 tion		David Smith "What is one thing I can do better"	offered by David Smith	Jan. 31, 2013	V
	Sort By: Sorting Options - 5	Field Title	4 Field Title ↓	Actions	\geq	Crush The Numbers \$40K in Renewals "What is one thing I can do better"	asked by James Tam	Jan. 31, 2013	¥
Contact Info Account Executive alicia.burton@salesforce.com	Record Title Descriptive Field	Field Content	Field Content	•		Alicia Burton "What is one thing I can do better"	asked by Alicia Springfield	Jan. 31, 2013	¥
+1 431.949.1307 (Work) +1 431.949.1309 (Mobile) +1 431.949.1311 (Fax) One Market Street, #300	Record Title Descriptive Field	Field Content	Field Content	• 		Jill Fiquemo "What is one thing I can do better"	offered by Dan Corino	Jan. 31, 2013	T
San Francisco, CA 94105 USA Lavid Smith (Manager)	Record Title	Field Content	Field Content			Donna Kempic "What is one thing I can do better"	asked by Alicia Springfield	Jan. 31, 2013	
Contribution i Top Influencer 927 674 110 posts & received received	Record Title Descriptive Field	Field Content	Field Content	•		Dan Corino "What is one thing I can do better"	asked by Alicia Springfield	Jan. 31, 2013	T
	Record Title								

1 List of listviews: If your application supports editing or creation of new list views, those options would be at the bottom of this dropdown.

2 Primary Action: This button is used to create content on screens which don't have a Chatter publisher and feed.

- 3 Actions Menu: This menu includes page level actions such as edit, send, help, etc.
- 4 View Toggle: Allows users to switch between list, feed, and additional custom views.
- 5 Filter Dropwdown: Additional filtering functionality.
- 6 Sort by Column: Recommended max number of columns is 3.
- 7 Record Actions: Allows users to to take actions on the linked record from within the list.

9 Avatars: 45px x 45px

Record Header



1: Image Optional.

2: Primary Action This button is used to create content on screens which don't have a Chatter publisher and feed.

Overview



1: Wide Widget There are 3 different sizes of widgets on Overview. The width of Wide widget is 510px. With this widget on the left side, you can have 2-column layout.

2: Narrow Widget-A There are 3 different sizes of widgets on Overview. The width of Narrow -A widget is 200px.

3: Narrow Widget-B There are 3 different sizes of widgets on Overview. The width of Narrow -B widget is 235px. With this widget on the left side, you can have 3-column layout.

Overview Grid



Overview Widgets

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Overview Widget Specs

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Overview Widget Specs (cont.)





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	Title		Title	



Overview Widget Specs (cont.)





	Facepile				Show All	Facepile	Show All
30px*30px	H						



Content Creation



Fonts

Field Title: 12px #222 Bold

Field Content: 13px #222 Regular

Descriptive Text: 13px #999

Header: 15px #999 Bold

Footer: 13px #999 Bold

Content Creation: Modal Background (cont.)

Home Chatter Profile	Search	Performance	Search	on Coaching	Dav g Feedback	id Smith 🔻	Help & Training	Work.co	om 👻
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1 431.949.1311 (Fax) ne Market Street. #300	Custom Fields								
an Francisco, CA 94105 SA David Smith (Manager)	Title Lorem ipsum d	Additional info	.0			Previo	us Primary Bu	tton	
David Stiller (manager)	Title			Title			Title		
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27 674 410 osts & comments received received	Custom Fields								



Recommended Modal Popup Background

Background: white opacity: 0.85

Not Recommended Modal Popup Background

Avoid using dark backgrounds under modals, as the profile background will not appear full screen.



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Alrea	ady invited	Due	Status	
(Alicia Burton Self Summary	Jan 11, 2013	View summary	
	Donna Kempic Peer Summary	Jan 11, 2013	View summary	
	Dan Corino Peer Summary	Jan 11, 2013	Pending	
¢	Caitlin Gascon Peer Summary	Jan 11, 2013	Overdue	
	Donna Kempic Skip Level Summary	Jan 11, 2013	Pending	
ß	Donna Kempic Skip Level Summary	Jan 11, 2013	Declined	
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App Navigation



1: Sub tab switcher

2: If you must have additional navigation please use this design pattern. However we don't recommend because of adding complication of adding sub navigation.

App Navigation Spec

salesforce Search	h David Smith - Help & Training Work.com -
Home Chatter Profile People	Goals Performance Recognition Coaching Feedback +
Chatter > People > Alicia Burton •	Start Chat Send a message 🕂 Follow
	Feed Overview My App Files More -
30px	Sub tab menu1 Sub tab menu3
30рх	12px #2121231 Arial Bold 12px #015ba7 Arial
Contact Info	
Account Executive	
alicia.burton@salesforce.com	
+1 431.949.1307 (Work)	
+1 431.949.1309 (Mobile) +1 431.949.1311 (Eax)	
One Market Street, #300	
San Francisco, CA 94105	
USA	
David Smith (Manager)	
Contribution	
Top Influencer	
•	
927 674 410 posts & comments comments received received	

Form Elements

Primary Action Primary Action Secondary Action Secondary Action

Listview Selector								
Sele	Selected Listview							
Actio	on Required:							
	New Requests (12)							
	New Answers							
View	Feedback About:							
	Me							
	My Team	\sim						
~	Other People							
	All Feedback							

Actions dropdown menu • User Details \mathcal{P} Help for this page Edit Profile

Field

Required *

Text Area

Lookup Q

Error State

Radio buttons

Option 1 unselected

Option 2 selected

- Option 1 selected disabled
- Option 2 disabled \bigcirc

Due Date



Non-Editable Text

A Value



Fonts & Colors

Fonts

Record Title: 26px #222 Arial Bold Record Description: 14px #222 Arial Regular Links: #015ba7 Section Header: 13px #222 Bold Paragraph text: 13px #222 regular, line-height: 18px Error messages: 12px Bold #db7676 Error text: #c000000 Listview item = Detail item: 13px Arial Regular Listview item header = Detail item label: 12px Arial Bold

Colors

Primary Font Color: #222222 Metadata: #999999 Primary Green: #658635 Borders and Lines: #dce4e7 Errors: #db7676 Error Border: #c000000 Error Box BG: #fce8e80